U.S. Appln. No. 09/878,581 Response to Office Action dated September 18, 2009 450100-03278

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant

Susumu Nakagawa

Serial No.

09/878,581

Filed

June 11, 2001

For

IMAGE CONTENT AND ADVERTISEMENT DATA

PROVIDING METHOD, SYSTEM, AND APPARATUS

Examiner

Sheleheda, James R.

Art Unit

2424

Confirmation No.

2762

745 Fifth Avenue New York, NY 10151 (212) 588-0800

CERTIFICATE OF ELECTRONIC FILING

: .

l hereby certify that this correspondence is being transmitted via Electronic Filing Services on November 12, 2009.

Yedea H. Walker

of person signing transmittal)

AMENDMENT UNDER 37 C.F.R. § 1.116

Mail Stop AF

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 November 12, 2009

Dear Sir:

This Amendment responds to the Office Action dated September 18, 2009 (Paper No.

20090915). Please amend the above noted application as follows: